

**System, Method, and Computer Program Product for
Customizing Channels, Content, and Data for Mobile Devices**

Abstract

Described herein are systems, methods, computer program products, and
5 combinations and sub-combinations thereof, for enabling web content (as well as
other objects) to be loaded on mobile devices (as well as other types of devices),
and for users of mobile devices to operate with such web content on their mobile
devices in an interactive manner while in an off-line mode.